Identify the Value of Project Management

Project Management (PM) has grown in its use over the last several years. With 76% of IT projects failing (Crawford, 2002, 19), project management must be utilized to ensure project success. The Project Management Body of Knowledge (PMBOK®) identifies a proven methodology that often is not utilized because it is not quantified to the value it returns to the organization. The purpose of this presentation is to learn a methodology that establishes a credible approach to reporting return on investment (ROI). The ability to report the ROI of a project management initiative is necessary in order to sustain support and funding for continued project management initiatives. You will learn how ROI can be reported through a ten step approach to collecting and reporting data. From this presentation you will see the potential for implementing a reporting system that will be embraced by all senior level management.

In this presentation you learn a methodology that follows the initial introduction of the PM methodology thru the completion of a project. You will see how to report the financial and the intangible benefits from project management. This will allow you to build a balanced scorecard reporting system that shows the value of project management in your organization.

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Wayne Brantley, MS Ed, PMP – Wayne is the Senior Director of Professional Education for the University Alliance (www.universityalliance.com). Wayne has taught and consulted project management, quality management, leadership, curriculum development, Internet course development, and return on investment around the world to Fortune 500 companies. He has over 25 years experience from the Air Force as a project manager for AF technology training and curriculum development programs. Wayne is a continuing education faculty for Villanova University (www.VillanovaU.com). A dynamic presenter and trainer, Wayne has spoken at numerous conferences such as; the Project Management Institute (PMI®), the International Society for Performance Improvement (ISPI), and the American Society of Training and Development (ASTD) annual conferences. Wayne is a doctoral candidate with Nova Southeastern University specializing in Computer Information Technology. Wayne is certified Project Management Professional (PMP) by the Project Management Institute, a Certified Professional in Learning and Performance (CPLP) by the American Society for Training and Development, and a Certified Return on Investment Professional (CRP) by the ROI Institute. Wayne is currently an adjunct faculty member at Villanova University.